Chapter 6 (part 2)
Source, message and channel factors

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Applying likability

- Some companies have developed marketing campaigns that undermine the traditional approach to beauty care advertising by telling women that they are beautiful just the way they are

- Dove real beauty campaigns
Source power

- How powerful the source is for persuasion

- Compliance occurs when receiver perceives a source as having power

- However, persuasion through compliance may be superficial and lasts only as long as the receiver perceives that the source can administer some reward or punishment

- e.g: Kid smoking campaign
Message factors

- Message structure
  - Order of appearance
  - Conclusion drawing
  - Message sidedness
Message structure

- Order of appearance

- Research have indicated that items presented first or last are remembered those that are presented in the middle

- Presenting the strongest argument in the beginning of the message assumes a primary effect, whereby the information presented first is the most effective

  - *e.g* KFC

- Presenting the strongest argument at the end of the message assumes a recency effect, whereby the information presented last are the most effective
Message structure

- Conclusion drawing
  - whether the message should explicitly draw a firm conclusion or allow receivers to draw their own conclusion
  - messages with explicit conclusion are more easily understood and effective in influencing attitudes

- However, it may depend on the type of issue or the nature of the situation
Message structure

- Education level
  - More highly educated people prefer to draw their own conclusion whereas less educated people needs a conclusion to avoid misinterpretation of the message.
    - e.g. Nolan cheese commercial
    - Advil advertisement
Message structure

- Complexity of the topic
  - Even a highly educated person may need assistance if their knowledge level of that particular area is low.
    - e.g. the AT&T Scorsese commercial
Message structure

- Effect term
  - For an immediate action form the audience, a concrete conclusion is necessary
  - Election day campaigns
  - When a long term plan is taken, repeated exposure will provide the audience the opportunity to draw their own conclusion. So an open-ended message is used
Message structure

- **Message sidedness**
  - One sided message mentions only the positive attributes/benefits
  - Two sided message mention both the good and bad points i.e arguments and counterarguments regarding the product/brand
    - e.g: Dominos pizza turnaround campaign
Verbal vs Visual messages

- Studies show that when verbal information is low in imagery value, the use of pictures increase both immediate and delayed recall of the product attributes.

- Sometimes advertisers use visual portions that might be contradictory to the verbal statements presented.
Message appeals

- Comparative appeal
- Fear appeal
- Humor appeal
Comparative appeal

- Particularly useful for new brands
- Users of the brand being attacked by the comparative brand might be skeptical about the advertiser’s claim
Fear appeals

- A low level of fear can have facilitating effects. It may attract attention & interest in the message & may motivate the receiver to resolve the threat.

- Increasing level of fear increases persuasion.

- High level of fear can produce inhibiting effects. The receiver may block out the message.
Fear appeal

- Studies have shown that not all fear messages are equally effective because different people fear different things.
- Marketers should consider emotional responses generated by the message & how they will affect reaction towards the message.
Humor appeals

- Best known and best remembered of all advertising messages
  - e.g: Heins beans ad
  - Yamaha Bike ad
Comparative Ads
- Especially useful for new brands
- Often used for brands with small market share
- Used often in political advertising

Fear Appeals
- May stress physical danger or threats to health
- May identify social threats
- Can backfire if level of threat is too high

Humor Appeals
- Can attract and hold attention
- Often the best remembered
- Puts consumers in a positive mood
Humor appeal criticism

- Distraction from the actual brand attributes
- Wearouts
  - Humorous ads have a higher wear-out than other ads
- Can be difficult to produce and some humor might be too subtle for the mass audience
Thank you